

CROWDS GREETED OUR ANNOUNCEMENT OF STUPENDOUS REDUCTIONS ON EVERY LINE IN THE STORE

SOCIETY

Miss Marie Buechsenstein has resigned her position with the George A. Mollring store.

Miss Rosamond Bargey left Wednesday for Chadron; where she will spend New Year's with Miss Mary Wilson. Miss Bargey and Miss Wilson will return Sunday to resume their duties in the Alliance high school.

Miss Blanche Kibble of Lake City, Col., is visiting with her parents, Mr. and Mrs. E. T. Kibble, of this city.

Mrs. H. T. Coleman of Bridgeport returned to her home Wednesday after a short visit with her parents, Mr. and Mrs. H. L. Ormsby.

F. F. Stephens has resumed his duties at the Mallory grocery after an attack of grippe.

Albert E. Roth of Canton, Neb., and Miss Marie C. Hanson of Hemingford, Neb., were married Wednesday by Judge Tash.

Frank Hoagland and Mrs. Gertrude A. Reynoldson of Belmont, Neb., were married Wednesday by Judge Tash.

Misses Josephine and Elizabeth Wilson are visiting with friends in Chicago during the holidays.

Aloyah chapter No. 185 held a special meeting December 29, for the purpose of initiating eight members to the mysteries of the order. After the initiation refreshments were served by the gentlemen members of the order. Music was furnished by the Robbins orchestra for the dance that followed.

Mrs. H. F. Houser returned Wednesday to her home in Crawford after a brief visit with her daughter, Mrs. Dwight Zediker.

Charles L. Walker of Bertrand, Neb., and Miss Emma L. Haefner of Alliance were united in marriage on December 31 by Judge Ira E. Tash.

Mrs. Ivan Rodgers and son, Forest, of Sheridan, Wyo., are visiting with Mrs. Rodgers' parents, Mr. and Mrs. E. T. Kibble.

The officers of the Eastern Star were entertained at a theater party at the Imperial Wednesday evening. After the theater the guests were entertained by music and games at the home of Mrs. Charles Fuller. At the dawn of 1920 a dainty two-course luncheon was served. Those present were Mesdames Charles Fuller, William Johnson, Roy McKenzie, Bliss Sturgeon, Joe Bogan, J. O. Walker and Ethel Churchhill.

Mr. and Mrs. Marvin Dickenson entertained Mr. and Mrs. F. E. Holsten, Mr. and Mrs. Bernard Holsten, Mr. and Mrs. L. P. Dickenson, Mrs. Alice Anderson and Mr. and Mrs. B. C. Anderson of Gordon, Thursday, at dinner.

Mr. and Mrs. Charles E. Slagle were entertained at a 6:30 dinner New Year's. Covers were laid for Mr. and Mrs. Frank, Mr. and Mrs. C. E. Marks and Mr. and Mrs. G. L. Griggs.

Charles Spacht, who is attending the university in Lincoln, has returned from Hemingford and will spend the remainder of his vacation with his mother, Mrs. D. K. Spacht.

J. Veich came over from Rushville Wednesday and drove back a new Dodge touring car.

We pay cash for second-hand suits and overcoats. The 164 Cleaners and Tailors. Our phone is our name. 213 Box Butte ave.

Axel Johnson of Mason City, Ia., is a guest at the Tash home for a few days. Mr. Johnson was formerly butter maker in the Alliance creamery.

Mr. and Mrs. B. C. Anderson of Gordon are visiting with Alliance friends and relatives over the week end.

For Sale—Nine room house. Best part of town. Modern. Priced right and good terms. See Nebraska Land Company.

Joe Chapman has returned from Lincoln, where he was visiting friends during the holidays.

Miss Leone Mallory left the first of the week for Scottsbluff.

One of the local churches has erected a neat bulletin board down by the Lowry & Henry garage. This board contains a lot of slides, upon which are hooked the tin letters that make up the announcements. Usually, within half an hour after someone has gone to work at spelled out fifty or sixty words, son kid comes along and shakes the sliding out of the board—and all the letters tumble down in a heap at the bottom of the box. Another preacher told us about it the other day, and his way of putting it had a somewhat secular sound. "Those hoodlums," he said, "have shaken all the dice out of that announcement box again."

What we say we do, we do. Ask your neighbor about this sale.



Our Entire Line of Fall and Winter

Coats, Suits and Dresses

You can depend upon real values and you will not be disappointed here.

1/2 OFF

None Reserved

1/2 OFF ON COATS

The models are the season's newest and the colors the most favored. Some are plain tailored, while others are finished with large collars, belted and trimmed with plush or fur. Original prices.

\$10 to \$300
ONE-HALF OFF REGULAR PRICE



1/2 OFF ON SUITS

Models that represent the season's very newest, cleverest and individual ideas. Our entire line offered to you at exactly half the regular price. Some are plain, others trimmed with furs. All lined throughout. The materials are Poplins, Serges, Gabardines, Velours, Suede Cloth, Jersey, Etc. The colors are brown, Burgundy, Navy, Taupe, Green, Tan, Etc. Original Prices Rangs

\$29.50 to \$250
ONE-HALF REGULAR PRICE

1/2 OFF ON DRESSES

Embracing the remarkable collection of smart creations, suitable for most any occasion. The values are really most extreme. The styles are new and attractive in wide variety. The materials are Jerseys, Foulards, Serges, Taffetas, Satins, Georgettes, Combinations of Crepe and Satins. The colors are blue, and brown, also black. Original Prices Range

\$18.50 to \$150
ONE-HALF REGULAR PRICE

We Must Have the Room for New Goods

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| <p>THE CLEARAWAY OF Underwear</p> <p>Our entire line of woolen, silk and wool and fleece lined garments in union and two-piece styles. Our line of underwear is the most complete and most reasonably priced in the city.</p> <p>1/4 OFF</p> | <p>ONE-FOURTH OFF ON Skirts</p> <p>They're pleated, shirred, tunic and draped effects. Tailored and semi-tailored styles. The materials are Serges, Mohair, Poplins, Velours, Taffetas, Satins, Gabardines, etc. The colors are brown, navy, plaid, stripes, rose, green, lack and white. The former price range was from</p> <p>\$8.95 to \$49.50</p> | <p>SALE OF NEW Blouses</p> <p>One of the most beautiful and complete lines of blouses in the city, including the new Georgettes and crepes all included in this big clear-away sale at</p> <p>1/4 OFF</p> | <p>MINA TAYLOR Dresses</p> <p>Our complete line of Mina Taylor house dresses and aprons in ginghams and percales; all the pretty checks, stripes and flowered patterns included at the remarkably low price of</p> <p>1/4 OFF</p> |
| <p>Sweater Coats</p> <p>Our entire line of ladies coats in all the pretty colors and combinations, large collars, belted and full pockets, extra good materials.</p> <p>One-Third Off</p> | <p>Night Gowns</p> <p>Good, heavy materials in light and dark colors, full length. All included at</p> <p>1/4 OFF</p> | <p>Petticoats</p> <p>In plain colors and flowered patterns. Materials include Taffetas, Jerseys, Satin and Pussy Willow Taffeta.</p> <p>1/4 OFF</p> | <p>A BEAUTIFUL LINE OF SILK Under Garments</p> <p>Vests, Bloomers, Combinations, Brassiers, Night Gowns, Teddy Bears, Billy Burkes, Pajamas and Kimonas.</p> <p>1/4 OFF</p> |

Bargains Galore---Going Fast---You Better Hurry!

THE REAL STORE FOR WOMEN

The Fashion Shop

WHERE QUALITY AND LOW PRICE MEET